

ORDER



Orders
Order / Rev: 716424
Alt Order #: 06334824
Product Desc: SUSAN B ANTHONY LIST
Estimate:
Flight Dates: 09/26/12 - 10/02/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Design 4 Marketing Communications
Buying Contact:
Billing Contact:
 105 N Collins St
 Plant City, FL 33563

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Susan B. Anthony List
Demographic: A35+
Product Codes: IS-Candidate/US House
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	4	\$18,900.00	\$16,065.00
10/01/12	10/02/12	2	\$9,500.00	\$8,075.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	4	\$18,900.00	\$16,065.00	0.00
October 2012	2	\$9,500.00	\$8,075.00	0.00
Totals	6	\$28,400.00	\$24,140.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/28/12	09/28/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--			1			\$2,500.00		0.00			
E 2	WKYC	09/26/12	09/26/12	M-F 7-9a Today Today Show	CM	7a-9a	--W----	1:00	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----			1			\$5,000.00		0.00			
E 3	WKYC	10/02/12	10/02/12	M-F 7-9a Today Today Show	CM	7a-9a	-T-----	1:00	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----			1			\$5,000.00		0.00			
E 4	WKYC	09/27/12	09/27/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	---T---	:30	1	\$3,800.00	P-2	0.00	NM	1	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---			1			\$3,800.00		0.00			
E 5	WKYC	09/30/12	09/30/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	1:00	1	\$7,600.00	P-2	0.00	NM	1	\$7,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1			\$7,600.00		0.00			
E 6	WKYC	10/01/12	10/01/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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 Estimate:

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	10/01/12	10/01/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M- - - - -	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	M- - - - -	1		\$4,500.00		0.00						
Totals													6	\$28,400.00	